

Robert J. Meltzer, Ph. D.
64 Ann Road
Long Valley, New Jersey 07853
(201) 852-7536

16 February, 1983

Mr. David Chandler, Vice president
Mattel Electronics
5150 Rosecrans Avenue
Hawthorne, CA 90250

Dear Dave,

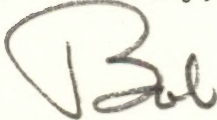
It was a great pleasure to meet with you and your colleagues.
I was pleased that you found the 3-D effect to be as startling
as I had.

If it should happen that Mattel decides to move in this direc-
tion, I believe I can be of help to you in a consultative
capacity to realize a similar display by means which are
potentially less costly and free of some of the limitations.

If you are ever involved in other optical systems I believe I
could be of help to you there as well. I have enclosed a
brief description of some of the consulting service I do.

Please keep me as up-to-date as you can on your decisions with
respect to 3-D displays. I look forward to a continuing associa-
tion.

Sincerely,

A handwritten signature in dark ink, appearing to read 'R. Meltzer', with a large, stylized initial 'R'.

Robert J. Meltzer, Ph.D.

cc: Glenn Hastings

ROBERT J. MELTZER, Ph.D.
CONSULTING SERVICES

WHAT I CAN DO FOR YOU IS

MANAGE RESEARCH & DEVELOPMENT
AUDIT YOUR PRESENT R&D OPERATION
CONDUCT SEARCHES FOR NEW PRODUCT OPPORTUNITIES
EVALUATE THE POTENTIAL OF NEW PRODUCTS
CREATE CONCEPTUAL INNOVATION
DIRECT MATURE SKILLS INTO NEW AREAS
PROVIDE TECHNICAL ASSISTANCE TO MARKETING ENTERING NEW AREAS

I HAVE BEEN

Director of Clinical Instrument R&D for the Diagnostics Division
of Warner-Lambert
Director of Clinical Instrument R&D for American Optical Corporation
Vice President and General Manager of the Special Products Division
of Bausch & Lomb

PRODUCTS DEVELOPED BY ME, OR UNDER MY DIRECTION INCLUDE:

For Bausch & Lomb

Spectronic 20 Colorimeter
Spectronic 505 Spectrophotometer
Echelle-Littrow Spectrograph
Dual Grating Spectrograph
Serum Protein Meter
Die Wear Microscope
Scratch Depth Microscope
Monochromator Series

For American Optical Corp.

Abbe Refractometer
Bilirubinometer
Oximeter

For the Diagnostics Division

Coag-A-Mate 2001 Coagulation
Analyzer
Autobac ID Automated Microbial
Identification

ALL HAVE BEEN A COMMERCIAL SUCCESS.

I AM ON THE EDITORIAL STAFF OF SEVERAL JOURNALS

U.S. Editor for "Cell Biochemistry and Function."
Assoc. Editor, "Investigative Microtechniques in Biology and Medicine,"
Editorial Advisor for "Photonics" (formerly "Optical Spectra.")

ALL ARE VALUABLE CONNECTIONS TO THE SOURCES OF INNOVATION.

I HOLD OVER 30 PATENTS, AND

have written over 30 papers, and
have lectured to MBA students on assessing the risk of new products.

I KNOW "NEW PRODUCT," FINDING IT, EVALUATING IT, DEVELOPING IT, AND
GETTING IT MADE.